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Our File No.

4742CEDPM-43

Serial No.: 10/666,420

Filed: September 19, 2003

Entitled: ADHESIVE SHELF TALKER

Document: Amendment and Response to 2/16/2006 Office Action

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of:) Group Art Unit: 3611
Fowler et al.)
Serial No.: 10/666,420)
Filed: September 19, 2003)
Atty. File No.: 4742CEDPM-43)
For: ADHESIVE SHELF TALKER)
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AMENDMENT AND RESPONSE

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Dear Sir:

Applicant submits this Amendment and Response to address the Office Action having a
mailing date of February 16, 2006. Although no fees are believed due in connection with the
filing of this paper, please charge any additional fees deemed necessary, or credit any
overpayment, to Deposit Account No. 19-1970.

Please amend the above-identified patent application as follows: